

California

Fair Political Practices Commission

Sender Identification for Mass Mailings

Mass mailings sent by an officeholder, candidate, or committee must clearly state who is responsible for sending the mailing. Mass mailings are more than 200 substantially similar pieces of mail sent by an officeholder, candidate or committee in a calendar month. The sender of a mass mailing is the candidate or committee who pays for the largest portion of the mailing.

Example

The ABC Homeowner's Association paid \$500 for a mailer supporting I.M. Winner, a school board candidate. The mailing was sent at the behest of Mr. Winner, and he paid \$200 for the postage to send the mailer. Since the ABC Homeowner's Association was not an existing committee, nor did it qualify as a committee when it sent the mailer, Mr. Winner must be identified as the sender of the mass mailing.

Identification Requirements

The sender must be identified on the outside of the mailing in the following manner:

"Paid for by" (Sender's Name)

Address

City

Additional Requirements

- At least six point type
- Contrasting color or print style
- Name of controlling candidate, if applicable
- P.O. Box may be used if street address is listed on the committee's Form 410 filed with the Secretary of State

NOTE: If two or more officeholders, candidates or committees pay an equal share of the cost of a mailing, it must identify at least one on the outside of the mailing, and all must be identified on the inside.

A committee's identification number is not required, but may be included in the sender identification. The name of the treasurer or printer is not required on mailings.

The FPPC does not regulate the content of mailings (i.e. false or misleading statements). The information discussed above is required under state law. Candidates and committees active in local elections should contact the local elections offices for information concerning local rules.